

Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1. (Currently amended) A broadcasting service system comprising:
 2. a broadcast station for broadcasting a program content;
 3. at least one audiovisual system for generating a request for viewing the program content, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content; and
 6. a repeater station for storing the program content broadcasted by the broadcast station and for conditionally rebroadcasting the stored program content to at least one audiovisual system making a request for viewing the program content in response to at least one audiovisual system generating the request to view the program content contents,
 11. wherein the repeater station conditional rebroadcasting includes connecting audiovisual systems in response to its generated request for viewing the program content, and broadcasting the advertisement content to the connected audiovisual systems,
 15. wherein the repeater station conditional rebroadcasting further includes detecting the number of the connected audiovisual systems viewing the advertisement content and generating an advertisement effect
 18. measurement based on the detected number and a broadcasting time of the advertisement content contents, and
 20. wherein the repeater station conditional rebroadcasting further includes comparing the advertising effect measurement to a predetermined target advertising effects and, if the advertising effect measurement meets the predetermined target advertising effect, to rebroadcast the stored program content contents to the connected audiovisual systems, and, if the advertisement effect measurement fails to meet the predetermined target

26 advertisement effect, to not rebroadcast the stored program content contents
27 to the connected audiovisual systems.

1 2. (currently amended) The broadcasting service system of claim 1,
2 wherein the repeater station conditional rebroadcasting further
3 includes calculating an expected waiting time until the rebroadcasting of the
4 program content is started, based on the measured result of the
5 advertisement effect, and is arranged to broadcast a combination of the
6 advertisement content contents and the calculated expected waiting time to
7 the connected audiovisual systems.

1 3. (Previously Presented) The broadcasting service system of claim 1,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents;
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each of the program contents
9 on the basis of a number of the audiovisual systems generating a request for
10 viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program

20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing only the program contents for which the
24 generated prediction indicates advertisement effects exceeding their
25 recording costs.

1 4. (Currently amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content to at least one audiovisual system making a request for viewing the
9 program content in response to at least one audiovisual system generating
10 the request to view the program content contents,
11 wherein the repeater station includes:
12 a receiver for receiving the program content broadcasted by the
13 broadcast station;
14 a program content contents storage for storing the program content
15 received by the receiver;
16 an advertisement content contents storage for storing an
17 advertisement content;
18 a broadcasting set for connecting said audiovisual systems in response
19 to its generated request for viewing the program content, and for
20 broadcasting the advertisement content stored in the advertisement content
21 contents storage to the audiovisual systems connected to the broadcasting
22 set; and

23 an advertisement effect measurer for detecting the number of the
24 connected audiovisual systems viewing the advertisement content contents
25 and for generating an advertisement effect measurement based on the
26 detected number and on the broadcasting time of the advertisement content
27 contents,

28 wherein the advertisement effect measurer controls the broadcasting
29 set to rebroadcast the stored program content based on the generated
30 advertisement effect measurement, to start rebroadcasting of the stored
31 program content to the connected audiovisual systems if the advertising
32 effect measurement meets the predetermined target advertising effect, and, if
33 the advertisement effect measurement fails to meet the predetermined target
34 advertisement effect, to not rebroadcast the stored program content to the
35 connected audiovisual systems.

1 5. (Currently amended) The broadcasting service system of claim 4,
2 wherein the advertisement effect measurer further calculates an
3 expected waiting time until the rebroadcasting of the program content
4 contents is started, based on the advertisement effect measurement, and
5 wherein the broadcasting set broadcasts a combination of the
6 advertisement content contents and the expected waiting time calculated by
7 the advertisement effect measurer to the broadcasting screen of the
8 connected audiovisual systems.

1 6. (Currently amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program

8 content to at least one audiovisual system making a request for viewing the
9 program content in response to at least one audiovisual system generating
10 the request to view the program content; and

11 an advertisement broadcast station for broadcasting the advertisement
12 content,

13 wherein the repeater station conditional rebroadcasting includes
14 connecting at least one audiovisual system in response to its generated
15 request for viewing the program content, and includes broadcasting the
16 advertisement content to the connected audiovisual systems,

17 wherein the repeater station conditional rebroadcasting includes
18 detecting the number of the connected audiovisual systems viewing the
19 advertisement content contents and includes generating an advertisement
20 effect measurement based on the detected number and on the broadcasting
21 time of the advertisement content, and

22 wherein the repeater station conditional rebroadcasting further
23 includes comparing the advertising effect measurement to a predetermined
24 target advertising effects and, if the advertising effect measurement meets
25 the predetermined target advertising effect, to rebroadcast the stored
26 program content contents to the connected audiovisual systems, and, if the
27 advertisement effect measurement fails to meet the predetermined target
28 advertisement effect, to not rebroadcast the stored program content to the
29 connected audiovisual systems.

1 7. (currently amended) The broadcasting service system of claim 6,
2 wherein the repeater station conditional rebroadcasting includes
3 calculating an expected waiting time until the rebroadcasting of the program
4 content contents is started, based on the advertisement effect measurement,
5 and further includes broadcasting a combination of the advertisement
6 content and the calculated expected waiting time to the connected
7 audiovisual systems.

- 1 8. (Previously presented) The broadcasting service system of claim 6,
 - 2 wherein the broadcast station is for broadcasting a plurality of
 - 3 program contents,
 - 4 wherein the repeater station conditional rebroadcasting further
 - 5 includes receiving the plurality of program contents broadcasted by the
 - 6 broadcast station,
 - 7 wherein the repeater station conditional rebroadcasting further
 - 8 includes calculating an advertisement effect of each program of the program
 - 9 contents on the basis of a number of the audiovisual systems generating a
 - 10 request for viewing each of said plurality of program contents,
 - 11 wherein the repeater station conditional rebroadcasting further
 - 12 includes calculating a recording cost for recording each of the program
 - 13 contents,
 - 14 wherein the repeater station conditional rebroadcasting further
 - 15 includes calculating a proper recording time of each program of the program
 - 16 contents based on the calculated advertisement effect and the calculated
 - 17 recording cost,
 - 18 wherein the repeater station conditional rebroadcasting further
 - 19 includes generating a prediction indicating which from among the program
 - 20 contents will have advertisement effects exceeding their recording costs on
 - 21 the basis of their calculated proper recording times, and
 - 22 wherein the repeater station conditional rebroadcasting further
 - 23 includes selectively storing only the program contents for which the
 - 24 generated prediction indicates advertisement effects exceeding their
 - 25 recording costs.
- 1 9. (Currently amended) A broadcasting service system comprising:

2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content;
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content to at least one audiovisual system making a request for viewing the
9 program content contents in response to at least one audiovisual system
10 generating the request to view the program content; and
11 an advertisement broadcast station for broadcasting the advertisement
12 content, wherein the repeater station includes:
13 a first receiver for receiving the program content broadcasted by the
14 broadcast station;
15 a second receiver for receiving the advertisement content broadcasted
16 by the advertisement broadcast station;
17 a program content contents storage for storing the program content
18 received by the first receiver;
19 a broadcasting set for connecting at least one audiovisual system in
20 response to its request for viewing the program content stored in the program
21 content contents storage and broadcasting the program content and the
22 advertisement content received by the second receiver to the audiovisual
23 systems connected to the broadcasting set; and
24 an advertisement effect measurer for detecting the number of the
25 connected audiovisual systems viewing the advertisement content and for
26 generating an advertisement effect measurement based on the detected
27 number,
28 wherein the advertisement effect measurer controls the broadcasting
29 set to rebroadcast the program content requested by the connected
30 audiovisual systems to the connected audiovisual systems if the advertising
31 effect measurement meets the predetermined target advertising effect, and, if

32 the advertisement effect measurement fails to meet the predetermined target
33 advertisement effect, to not rebroadcast the stored program content to the
34 connected audiovisual systems.

1 10. (Previously presented) The broadcasting service system of claim 9,
2 wherein the advertising effect measurer calculates an expected waiting
3 time until the rebroadcasting of the program content is started, based on the
4 measured advertisement effect, and
5 wherein the broadcasting set broadcasts a combination of the
6 advertisement content and the calculated expected waiting time to the
7 connected audiovisual systems.

1 11. (currently amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content to at least one audiovisual system making a request for
9 viewing the program content in response to at least one audiovisual system
10 generating the request to view the program content,
11 wherein the repeater station conditional rebroadcasting includes
12 connecting at least one audiovisual system in response to its generated
13 request for viewing the program content,
14 wherein the repeater station conditional rebroadcasting includes
15 generating a prediction of whether or not a predetermined target
16 advertisement effect can be attained within a broadcasting time of the
17 program content under a condition that a broadcasting of a given advertising
18 content is inserted during a rebroadcasting of the program content requested

19 by the connected audiovisual systems to the audiovisual systems connected to
20 the repeater station, and

21 wherein the repeater station conditional rebroadcasting includes
22 rebroadcasting the program content requested by the connected audiovisual
23 systems to the connected audiovisual systems while inserting the
24 broadcasting of the advertisement content contents during the rebroadcasting
25 of the program content if the prediction indicates that the predetermined
26 target advertisement effect can be attained, and

27 wherein the repeater station conditional rebroadcasting includes not
28 rebroadcasting the program content contents requested by the connected
29 audiovisual systems to the connected audiovisual systems if the prediction
30 indicates that the predetermined target advertisement effect cannot be
31 attained.

1 12. (Currently amended) The broadcasting service system of claim 11,
2 wherein the repeater station includes:

3 a receiver for receiving the program content contents broadcasted by
4 the broadcast station;

5 a program content contents storage for storing the program content
6 contents received by the receiver;

7 an advertisement content contents storage for storing the
8 advertisement content;

9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content stored in the program
11 content contents storage, and rebroadcasting the program content requested
12 by the audiovisual systems connected to the broadcasting set to the connected
13 audiovisual systems while inserting the broadcasting of the advertisement
14 content stored in the advertisement content contents storage during the
15 rebroadcasting of the program content; and

16 an advertisement effect measurer for generating said prediction of
17 whether or not a predetermined target advertisement effect can be attained
18 within a broadcasting time of the program content under the condition that
19 the broadcasting of the advertisement content is inserted during the
20 rebroadcasting of the program content to the connected audiovisual systems.

1 13. (previously presented) The broadcasting service system of claim 11,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program
9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing only the program contents for which the

24 generated prediction indicates advertisement effects exceeding their
25 recording costs.

1 14. (currently amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program content;
3 at least one audiovisual system for generating a request for viewing
4 the program content, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content to at least one audiovisual system making a request for viewing the
9 program content in response to at least one audiovisual system generating
10 the request to view the program content; and
11 an advertisement broadcast station for broadcasting the advertisement
12 content,
13 wherein the repeater station conditional rebroadcasting includes
14 connecting at least one audiovisual system in response to its generated
15 request for viewing the program content,
16 wherein the repeater station conditional rebroadcasting includes
17 generating a prediction of whether or not a predetermined target
18 advertisement effect can be attained within a broadcasting time of the
19 program content under a condition that a broadcasting of given advertising
20 content contents is inserted during a rebroadcasting of the program content
21 requested by the connected audiovisual systems to the audiovisual systems
22 connected to the repeater station, and
23 wherein the repeater station conditional rebroadcasting includes
24 rebroadcasting the program content requested by the connected audiovisual
25 systems to the connected audiovisual systems while inserting the
26 broadcasting of the advertisement content during the rebroadcasting of the

27 program content if the generated prediction indicates that the predetermined
28 target advertisement effect can be attained, and
29 wherein the repeater station conditional rebroadcasting includes not
30 rebroadcasting the program content requested by the connected audiovisual
31 systems to the connected audiovisual systems if the generated prediction
32 indicates that the predetermined target advertisement effect cannot be
33 attained.

1 15. (Currently amended) The broadcasting service system of claim 14,
2 wherein the repeater station includes:
3 a first receiver for receiving the program content broadcasted by the
4 broadcast station;
5 a second receiver for receiving the advertisement content broadcasted
6 by the advertisement broadcast station;
7 a program content contents storage for storing the program content
8 received by the first receiver;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content stored in the program
11 content contents storage, and rebroadcasting the program content requested
12 by the audiovisual systems connected to the broadcasting set to the connected
13 audiovisual systems while inserting the broadcasting of the advertisement
14 content received by the second receiver during the rebroadcasting of the
15 program content; and
16 an advertisement effect measurer for generating the prediction of
17 whether or not the predetermined target advertisement effect can be attained
18 within the broadcasting time of the program content under the condition that
19 the broadcasting of the advertisement content is inserted during the
20 rebroadcasting of the program content to the connected audiovisual systems.

1 16. (Previously Presented) The broadcasting service system of claim 14,

2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program
9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,
11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,
14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,
18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and
22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing, based on said generated prediction, only the
24 program contents for which the generated prediction indicates advertisement
25 effects exceeding their recording costs.

- 1 17. (Currently amended) A broadcasting service system comprising:
 - 2 a broadcast station for broadcasting program content contents;
 - 3 at least one audiovisual system for generating a request for viewing
 - 4 the program content, for selectively viewing a broadcast advertisement
 - 5 content, and for viewing a rebroadcast program content; and

6 a repeater station for storing the program content broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 content to at least one audiovisual system making a request for viewing the
9 program content in response to at least one audiovisual system generating
10 the request to view the program content,

11 wherein the repeater station conditional rebroadcasting includes
12 generating a prediction indicating whether or not a predetermined target
13 advertisement effect can be attained within a broadcasting time of the
14 program content under a condition that a broadcasting of given advertising
15 content is inserted during a rebroadcasting of the program content requested
16 by the connected audiovisual systems to the audiovisual systems connected to
17 the repeater station, and

18 wherein the repeater station conditional rebroadcasting includes
19 rebroadcasting the program content requested by the connected audiovisual
20 systems to the connected audiovisual systems while inserting the
21 broadcasting of the advertisement content during the rebroadcasting of the
22 program content contents if the generated prediction indicates that the
23 predetermined target advertisement effect can be attained, and

24 wherein the repeater station conditional rebroadcasting includes not
25 rebroadcasting the program content requested by the connected audiovisual
26 systems to the connected audiovisual systems if the generated prediction
27 indicates that the predetermined target advertisement effect cannot be
28 attained.

1 18. (currently amended) The broadcasting service system of claim 17,
2 wherein the repeater station includes:

3 a receiver for receiving the program content broadcasted by the
4 broadcast station;

5 a program content contents storage for storing the program content
6 received by the receiver;

7 an advertisement content ~~contents~~ storage for storing the
8 advertisement content;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content stored in the program
11 content ~~contents~~ storage, and rebroadcasting the combination of the program
12 content requested by the audiovisual systems connected to the broadcasting
13 set and the advertisement content stored in the advertisement content
14 ~~contents~~ storage on the broadcasting screen to the connected audiovisual
15 systems; and

16 an advertisement effect measurer for generating the prediction
17 indicating whether or not a predetermined target advertisement effect can be
18 attained within the broadcasting time of the program content under the
19 condition that the combination of the program content and the advertisement
20 content on the broadcasting screen is rebroadcasted,

21 wherein the advertisement effect measurer controls the broadcasting
22 set to rebroadcast the combination of the program content and the
23 advertisement content on the broadcasting screen to the connected
24 audiovisual systems only when the prediction generated by the
25 advertisement effect measurer indicates that the predetermined target
26 advertisement effect can be attained within the broadcasting time of the
27 program content under said condition.

1 19. (Previously Presented) The broadcasting service system of claim 17,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,

4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program

9 contents on the basis of a number of the audiovisual systems generating
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,

14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing, based on said generated prediction, only the
24 program contents for which the generated prediction indicates advertisement
25 effects exceeding their recording costs.

- 1 20. (Currently amended) A broadcasting service system comprising:
 - 2 a broadcast station for broadcasting program content contents;
 - 3 at least one audiovisual system for generating a request for viewing
 - 4 the program content contents, for selectively viewing a broadcast
 - 5 advertisement content, and for viewing a rebroadcast program content; and
 - 6 a repeater station for storing the program content contents broadcasted
 - 7 by the broadcast station and for conditionally rebroadcasting the stored
 - 8 program content contents to at least one audiovisual system making a
 - 9 request for viewing the program content contents in response to at least one
 - 10 audiovisual system generating the request to view the program content
 - 11 contents; and

12 an advertisement broadcast station for broadcasting advertisement
13 content contents,

14 wherein the repeater station conditional rebroadcasting includes
15 connecting at least one audiovisual system in response to its request for
16 viewing the program content contents,

17 wherein the repeater station conditional rebroadcasting includes
18 generating a prediction indicating whether or not a predetermined target
19 advertisement effect can be attained within a broadcasting time of the
20 program content contents under a condition that a combination of the
21 program content contents and the advertisement content contents
22 broadcasted by the advertisement broadcast station on a broadcasting screen
23 is rebroadcasted to the audiovisual systems connected to the repeater station,

24 wherein the repeater station conditional rebroadcasting includes
25 rebroadcasting the combination of the program content contents and the
26 advertisement content contents on the broadcasting screen to the connected
27 audiovisual systems if the generated prediction indicates that the
28 predetermined target advertisement effect can be attained, and

29 wherein the repeater station conditional rebroadcasting includes not
30 rebroadcasting the combination of the program content contents and the
31 advertisement content contents on the broadcasting screen to the connected
32 audiovisual systems if the generated prediction indicates that the
33 predetermined target advertisement effect cannot be attained.

- 1 21. (currently amended) The broadcasting service system of claim 20,
2 wherein the repeater station includes:
 - 3 a first receiver for receiving the program content contents broadcasted
4 by the broadcast station;
 - 5 a second receiver for receiving the advertisement content contents
6 broadcasted by the advertisement broadcast station;

7 a program content contents storage for storing the program content
8 contents received by the first receiver;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program content contents stored in the
11 program content contents storage, and rebroadcasting the combination of the
12 program content contents requested by the audiovisual systems connected to
13 the broadcasting set and the advertisement content contents received by the
14 second receiver on a broadcasting screen of the connected audiovisual
15 systems; and
16 an advertisement effect measurer for generating the prediction
17 indicating whether or not the predetermined target advertisement effect can
18 be attained within the broadcasting time of the program content contents
19 under the condition that the combination of the program content contents
20 and the advertisement content contents on the broadcasting screen is
21 rebroadcasted,
22 wherein the advertisement effect measurer controls the broadcasting
23 set to rebroadcast the combination of the program content contents and the
24 advertisement content contents on the broadcasting screen to the connected
25 audiovisual systems only when the advertisement effect measurer generates
26 a prediction indicating the predetermined target advertisement effect can be
27 attained.

1 22. (Previously Presented) The broadcasting service system of claim 20,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the plurality of program contents broadcasted by the
6 broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating an advertisement effect of each program of the program

9 contents on the basis of a number of the audiovisual systems generating a
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further
12 includes calculating a recording cost for recording each of the program
13 contents,

14 wherein the repeater station conditional rebroadcasting further
15 includes calculating a proper recording time of each program of the program
16 contents based on the calculated advertisement effect and the calculated
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further
19 includes generating a prediction indicating which from among the program
20 contents will have advertisement effects exceeding their recording costs on
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further
23 includes selectively storing, based on said generated prediction, only the
24 program contents for which the generated prediction indicates advertisement
25 effects exceeding their recording costs.

23-37. (Canceled)